



**BANGLADESH INLAND WATER TRANSPORT AUTHORITY (BIWTA)**  
**Office of the Project Director**  
Bangladesh Regional Waterway Transport Project1 (BRWTP-1)  
BSC Tower (Level- 19 & 21) 2-3 Rajuk Avenue, Dhaka-1000, Bangladesh

Memo No.18.11.0000.181.14.173.20.041

Date: August.16, 2021

## Request for Expressions of Interest

### The Project at a Glance

Title of the Project	Bangladesh Regional Waterway Transport Project1 (BRWTP-1)
Implementing Organization	Bangladesh Inland Water Transport Authority (BIWTA), Ministry of Shipping (MoS)
Funding source(s)	IDA (Cr. No.: 5842-BD)
Package Name of Consultancy Services	Study to develop the Communication Strategy and Plan
Package Number	BRWTP-S16
Assignment duration	Six (6) months
Market Approach	Open-National
Procurement Method	FBS
Location of assignment	Within project area in Bangladesh
Contracting Entity	Project Director, BRWTP-I Project, BIWTA

1. The Government of People's Republic of Bangladesh (GoB) has received financing credit from the International Development Agency (IDA) towards the cost of the "Bangladesh Regional Waterway Transport Project1 (*Dredging in Chittagong-Dhaka-Ashuganj IWT Corridor along with associated linked routes and construction of terminal with allied infrastructure*)" being implemented by Project Implementation Unit (PIU) of Bangladesh Inland Water Transport Authority (BIWTA) under Ministry of Shipping of Government of the People's Republic of Bangladesh, and it intends to apply part of the proceeds for consulting services.
2. The consulting services ("Services") include mainly to (a) conduct a Communication Need Based Assessment and stakeholder mapping, which will inform the communication strategy; (b) design a comprehensive Communications Strategy and Action Plan to facilitate BRWTP-1 achieve its Project Development Objective; (c) create a broad-based support and demand for the activities proposed under the project; (d) prepare a set of communication materials identified in the strategy such as, flyers, brochures, briefs, posters, etc. The anticipated duration of the Consultancy Services of the assignment is six (6) months.
3. BIWTA now invites eligible and qualified Consulting Firms ("Consultants") to indicate their interest in providing the intended services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are: mainly related to Organizational and Legal Aspects; Experiences; and Financial Capacity. In this regard the Consultant shall have a legal status enabling the organization to perform above mentioned tasks and must demonstrate capacity and capabilities in the following terms: (i) Minimum ten (10) years' experience in conducting similar assignments; (ii) Demonstrated experience in similar task including planning and organizing communication tasks on similar nature and complexity scale of this project over the past five (5) years; (iii) Experience working on similar assignment with public projects/programs or development agency operation; (iv) Experience in qualitative and quantitative data collection, validation, interviewing business of all sizes, data entry and analysis using statistical software and drafting skills; (v) Knowledge and experience of using research/survey concept, outlines on approaches and methodologies, tools, techniques, sampling, database designing and management, implementation protocols, reporting techniques, etc.; and all these shall be demonstrated for the target assignment in Expression of Interest (EoI) to be submitted by the Consultant/Firm; (vi) List of Resources with logistic supports and list of professional employees with key qualifications, detailed curriculum vitae, having excellent academic, research background in conducting similar assignment; (vii) Demonstrated financial statement on liquid asset enabling to deploy qualified staffs in field and to mobilize for commencement of the assignment.

4. The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's *Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers* [January 2011, revised July 2014] ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.
5. Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications.
6. A Consultant will be selected in accordance with the **Selection under a Fixed Budget (FBS) method** set out in the Consultant Guidelines.
7. Terms of Reference (TOR) in details of the assignment would be available at Office of the Project Director during office hours i.e. 09:00 to 17:00 hours (local Time/GMT+6), from Sunday to Thursday except public holidays; and also in BIWTA Website: *www.biwta.gov.bd*. Further information can be obtained at the address below during the office hours.
8. Interested Consultant must submit **Two (2) sets** of Expressions of Interest (EOI) including **one (1) original and one (1) copy** in written duly enveloped shall be delivered to the address below by **September 21, 2021** within 16:30 hours local time (BST/GMT+6:00). At this stage of EOI, submission of detailed CVs of the proposed professional experts is not encouraged. In addition to the above, submission of softcopy (pdf version) of EOI document preferably in CD/DVD/USB Flash Drive will be appreciable. If there is any discrepancy between softcopy and hardcopy, the information provided in hardcopy will prevail.
9. The authority reserves the right to accept or reject any or all EOIs, or annul the process at any stage without assigning any reason(s) whatsoever and without incurring any liability to the affected applicant(s).

*Sd/-*  
*16/08/2021*

**Mahmud Hasan Salim**

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